

AMENDMENT TO THE CLAIMS

Claims 1-22 (Canceled)

Claims 23-44 (cancel)

45. (Currently Amended) A method of targeting content, comprising:

receiving multiple data streams at a client device with each data stream of the multiple data streams comprising a content item and a content at least one associated tag;

storing the multiple data streams in memory of the client device;

~~storing a user profile having at least one profile tag;~~

detecting an insertion event ~~received from the memory~~;

retrieving multiple identifiers of the content tag from the memory;

retrieving the multiple identifiers of a corresponding profile tag from a user profile;

setting an initial value of a score to zero;

successively comparing each identifier of the content tag to each corresponding identifier of the corresponding profile tag;

incrementing the score when an identifier in the content tag matches a corresponding identifier in the corresponding profile tag;

comparing the score to a threshold value when all the multiple identifiers of the profile tag have been compared to all the multiple identifiers of the corresponding profile tag; and

~~transmitting content items from the memory to an analysis module that calculates a score for each content item by comparing the at least one associated tag to the user profile and that compares the score to a threshold score;~~

when the score satisfies the threshold score, then determining that the content item is appropriate for presentation; ~~and~~

~~selecting one of the multiple data streams having the score that satisfies the threshold score.~~

- 46. (Original) The method of claim 45, further comprising defining the user profile based on usage.
- 47. (Original) The method of claim 45, further comprising defining the user profile based on manual input.
- 48. (Previously Presented) The method of claim 45, further comprising detecting a pattern in user selections and updating the user profile with the pattern.
- 49. (Currently Amended) The method of claim 45, further comprising calculating a weighted average of the identifier in the content tag and the corresponding identifier in the corresponding profile tag ~~wherein evaluating the at least one tag comprises correlating the at least one tag to the at least one profile tag.~~
- 50. (Cancel)
- 51. (Original) The method of claim 45, further comprising filtering out unselected data streams.
- 52. (Currently Amended) The method of claim 45, further comprising determining that the content item is inappropriate for presentation when the score is less than the threshold score ~~receiving a tag identifier associated with the at least one tag.~~
- 53. (Original) The method of claim 45, wherein receiving the multiple data streams comprises receiving a classification associated with the at least one tag.
- 54. (Cancel)

55. (Currently Amended) The method of claim 45, further comprising causing presentation of the content item ~~selected one of the multiple data streams.~~

56. (Currently Amended) A system for targeting content, comprising:

a processor executing code stored in ~~communicating with~~ memory that causes the processor to: [[;]]

receive the processor receiving multiple data streams[[,]] with each data stream of the multiple data streams comprising a content item and a content at least one associated tag;

store the processor storing and organizing the multiple data streams in the memory;

the processor storing a user profile in the memory having at least one profile tag;

detect the processor detecting an insertion event received from the memory;

retrieve multiple identifiers of the content tag from the memory;

retrieve the multiple identifiers of a corresponding profile tag from a user profile;

set an initial value of a score to zero;

successively compare each identifier of the content tag to each corresponding identifier of the corresponding profile tag;

increment the score when an identifier in the content tag matches a corresponding identifier in the corresponding profile tag;

compare the score to a threshold value when all the multiple identifiers of the profile tag have been compared to all the multiple identifiers of the corresponding profile tag; and

the processor transmitting content items from the memory to an analysis module that calculates a score for each content item by comparing the at least one associated tag to the user profile and that compares the score to a threshold score;

when the score satisfies the threshold score, then ~~the processor~~ determine[[s]] that the content item is appropriate for presentation;

~~the processor selecting one of the multiple data streams having the score that satisfies the threshold score; and~~

~~the processor ordering a graphical content menu with content items having a highest probability of interest according to the user profile.~~

57. (Currently Amended) The system of claim 56, wherein the code further causes the processor to define ~~comprising means for defining~~ the user profile based on usage.
58. (Currently Amended) The system of claim 56, wherein the code further causes the processor to define ~~comprising means for defining~~ the user profile based on manual input.
59. (Currently Amended) The system of claim 56, wherein the code further causes the processor to further detect[[s]] a pattern in user selections and update ~~updating~~ the user profile with the pattern.
60. (Currently Amended) The system of claim 56, wherein the code further causes the processor to calculate a weighted average of the identifier in the content tag and the corresponding identifier in the corresponding profile tag ~~comprising means for correlating the at least one tag to the at least one profile tag.~~
61. (Cancel)
62. (Currently Amended) The system of claim 56, wherein the code further causes the processor to filter ~~comprising means for filtering~~ out unselected data streams.
63. (Currently Amended) The system of claim 56, wherein the code further causes the processor to receive ~~comprising means for receiving~~ a classification associated with the content item ~~at least one tag.~~

64. (Cancel)
65. (Currently Amended) The system of claim 56, wherein the code further causes the processor to cause ~~comprising means for causing~~ presentation of the content item selected ~~one of the multiple data streams~~.
66. (Currently Amended) A computer ~~program product comprising a computer~~ readable storage medium storing processor executable instructions for performing a method of targeting content, the method comprising:
- receiving multiple data streams[[,]] with each data stream of the multiple data streams comprising a content item and a content ~~at least one associated~~ tag;
 - storing and organizing the multiple data streams in memory ~~as categories~~;
 - storing a user profile having at least one profile tag;
 - detecting an insertion event ~~received from the memory~~;
 - retrieving multiple identifiers of the content tag from the memory;
 - retrieving the multiple identifiers of a corresponding profile tag from a user profile;
 - setting an initial value of a score to zero;
 - successively comparing each identifier of the content tag to each corresponding identifier of the corresponding profile tag;
 - incrementing the score when an identifier in the content tag matches a corresponding identifier in the corresponding profile tag;
 - comparing the score to a threshold value when all the multiple identifiers of the profile tag have been compared to all the multiple identifiers of the corresponding profile tag; and
 - ~~transmitting content items from the memory to an analysis module that calculates a score for each content item by comparing the at least one associated tag to the user profile and that compares the score to a threshold score~~;

when the score satisfies the threshold score, then determining that the content item is appropriate for presentation;

~~selecting one of the multiple data streams having the score that satisfies the threshold score;~~

~~ordering a content menu with content items having a highest probability of interest according to the user profile; and~~

~~presenting a targeted content item when the targeted content item is associated with a zone improvement plan.~~